MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016 / 2017

PBU0044 / PBU0045 – INTRODUCTION TO BUSINESS / INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

2 MARCH 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO pages** excluding the cover page.
2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers for **ALL** the **FIVE** questions in the Answer Booklet.

QUESTION 1 [20 Marks]

a. Identify the **FIVE (5)** factors of production and their role in economic systems. (10 marks)

b. Describe the stakeholder model of social responsibility. (10 marks)

QUESTION 2 [20 Marks]

a. List the **TWO (2)** pricing strategies for a new product in the market. (2 marks)

b. Jazman had an idea to open a new French restaurant in Cyberjaya. As Cyberjaya is becoming a famous city with many offices and residential area, Jazman expected this restaurant to be the best opportunity to succeed in life. However, he does not have idea on the marketing strategies for his restaurant. Explain the **FOUR (4)** best promotional mix tools that could help Jazman to make his restaurant well known in Cyberjaya. (8 marks)

c. What is Product Life Cycle? (2 marks)

d. State and describe the **FOUR (4)** stages of product life cycle. (8 marks)

QUESTION 3 [20 Marks]

a. Shila has deposited RM600,000 in Bank of Asia since 2001. However, in 2016 the bank declared bankruptcy due to corruption of several top people at the top management. Now, Shila is worried whether her money can be withdrawn safely from her bank account, or whether can she claim insurance for her loss. Suggest the financial institution that she can seek help from and the role of the institution towards the banking industry. (7 marks)

b. List **THREE (3)** types of non-deposit financial institutes. (3 marks)

c. Haziq is to begin a new car wash business in Cyberjaya. At the moment he has insufficient funds to finance his business. Haziq is considering obtaining loan. Advise Haziq what are the options that he has when he applies for a loan from the financial institute. (4 marks)

d. Explain debt financing and equity financing. (4 marks)

e. What is stock exchange and name the stock exchange in Malaysia. (2 marks)

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QUESTION 4 [20 Marks]

a. Define what is meant by management process and explain the **FOUR (4)** components of the management process. (8 marks)

b. Explain the difference between job description and job specification. (4 marks)

c. What are the **FOUR (4)** purposes of goal setting? (4 marks)

d. What actions can be taken by the Human Resource division to manage contingent workers in a firm? (4 marks)

QUESTION 5 [20 Marks]

a. Briefly state and explain the Big Five personality traits. (10 marks)

b. Explain the meaning of emotional intelligence. (5 marks)

c. State the **FIVE (5)** strategies and techniques that can be applied to enhance employee motivation. (5 marks)

End of Paper.